



Missouri Travel Barometer
April 2014 Report
(Data available as of 5/14/14)

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. The main goal of this report is to answer the question, “How is tourism doing statewide?” The barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri’s tourism industry and are indicators of its health. The *Missouri Travel Barometer* is updated on a monthly basis. Our industry is notified via *The Monitor* (the MDT industry eNewsletter) as each new report becomes available -- go to www.VisitMO.com/industry to subscribe.

April Report Highlights

Lodging Statistics: 2014 Calendar Year to Date through March

According to Smith Travel Research, Missouri’s statewide lodging demand, occupancy and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has performed well in revenue and demand, while other states are showing higher growth in occupancy.

Missouri Lodging:

- Demand up 6.1%
- Occupancy up 6.5%
- ADR up 4.0%
- RevPAR up 10.8%

SIC Tourism business sales and tax collections: 2014 Calendar Year to Date through February

- A 2.7% increase (\$42.6 million) in sales revenue is indicated from preliminary reports on tourism’s 17 SICs for January through February 2014 over the same period in 2013.

Website Visits: 2014 Calendar Year to Date through April

- Total web visits (main site and mobile visits combined) were up 34.35% for April CYTD compared to the same period in 2013
- Total web visits (main site and mobile visits combined) were up 14.04% for April 2014 compared to April 2013.

Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2014 Calendar Year to Date through April

- 29,112 for 2014 CYTD – an decrease of 64.3% due to an one time addition of 61K Conservationist leads in April 2013
- Without the Conservationist leads last year, would have a 24.6% increase for 2014 CYTD

Welcome Center visits: 2014 Calendar Year to date through April

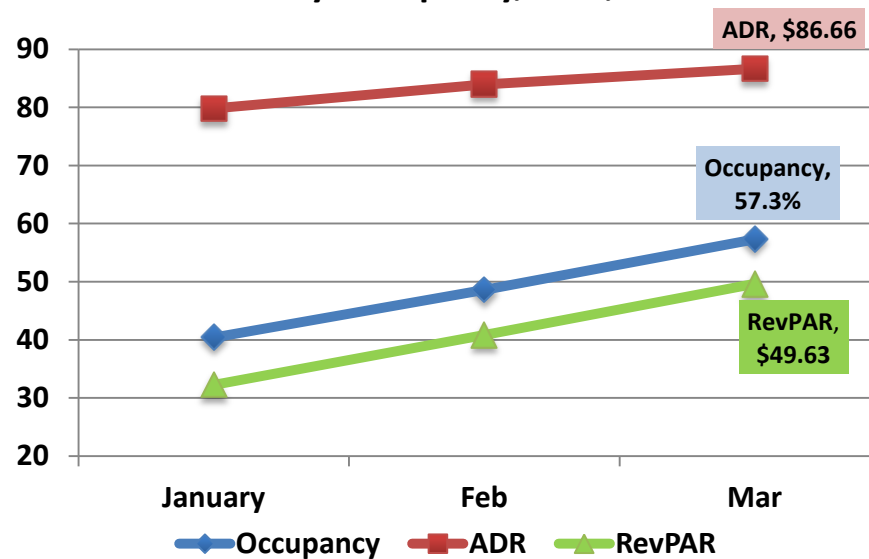
- On direct comparison for CY 2014 the centers are down 6.7% for April CYTD compared to the same period in 2013.
- With the new Conway centers added for 2014 only, centers are up 12.7% (Conway counts N/A for 2013).

All commercial airport deplanements: 2014 Calendar Year to Date through March

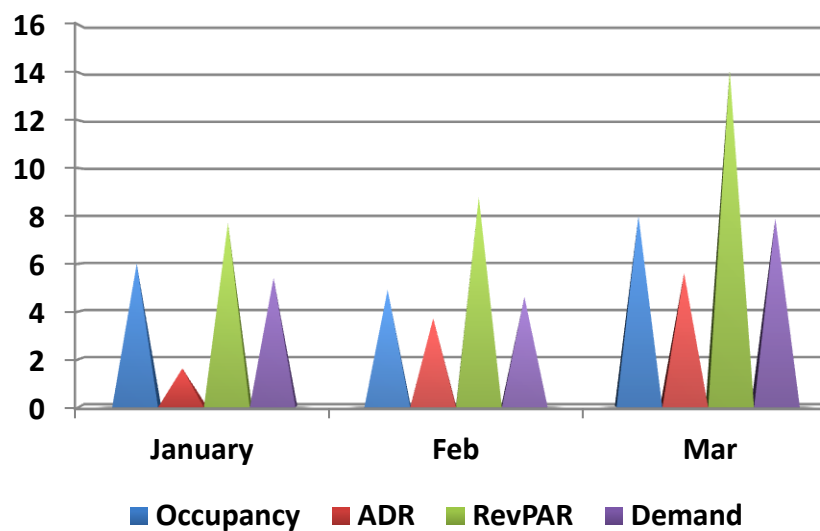
- KC up 2.4% for Jan-March 2014 CYTD
- St. Louis down 4.1% for Jan-March 2014 CYTD
- All others up 9.1% for Jan 2014 compared to Jan 2013 (latest statistics available from DOT on 5/14/14)

Sources: MO Dept of Revenue, Google Analytics, MDT databases, Federal Bureau of Transportation, Smith Travel Research (STR, INC.) Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

2014 Monthly Occupancy, ADR, & RevPAR

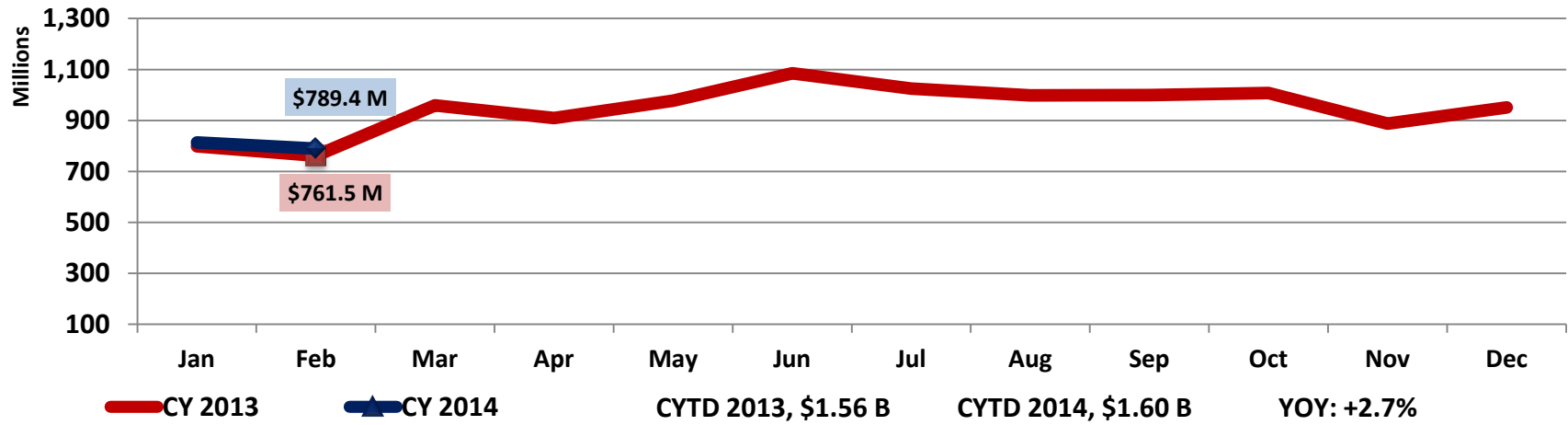


2014 Monthly % of Change

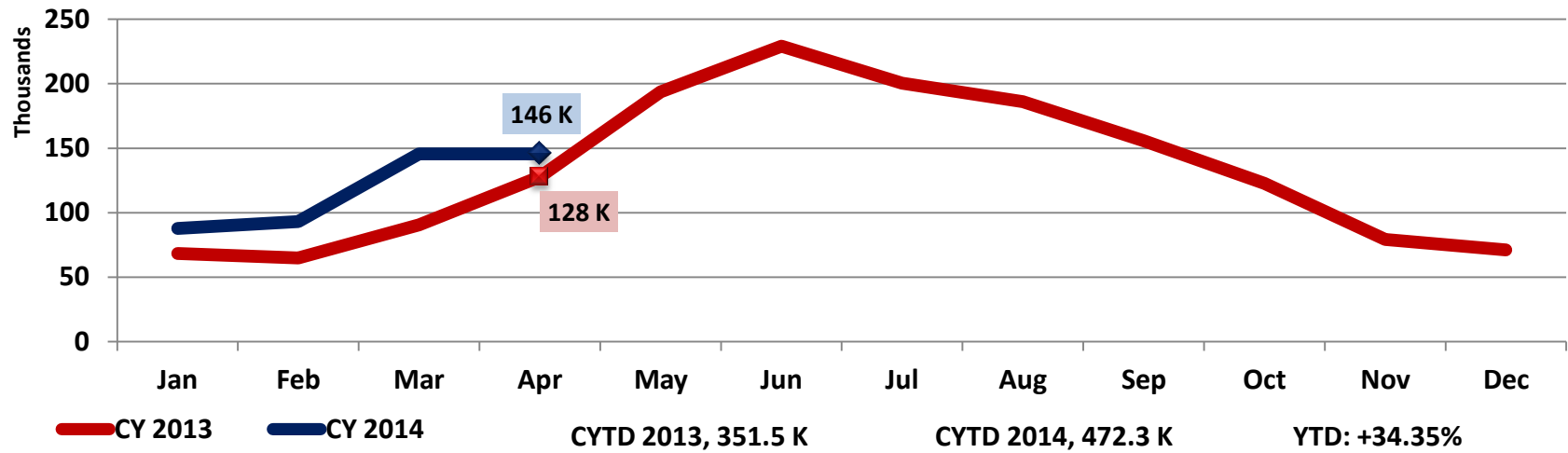


Source: Smith Travel Research (STR, INC.) Reproduction or other re-use of this data without the express written permission of STR is strictly prohibited.

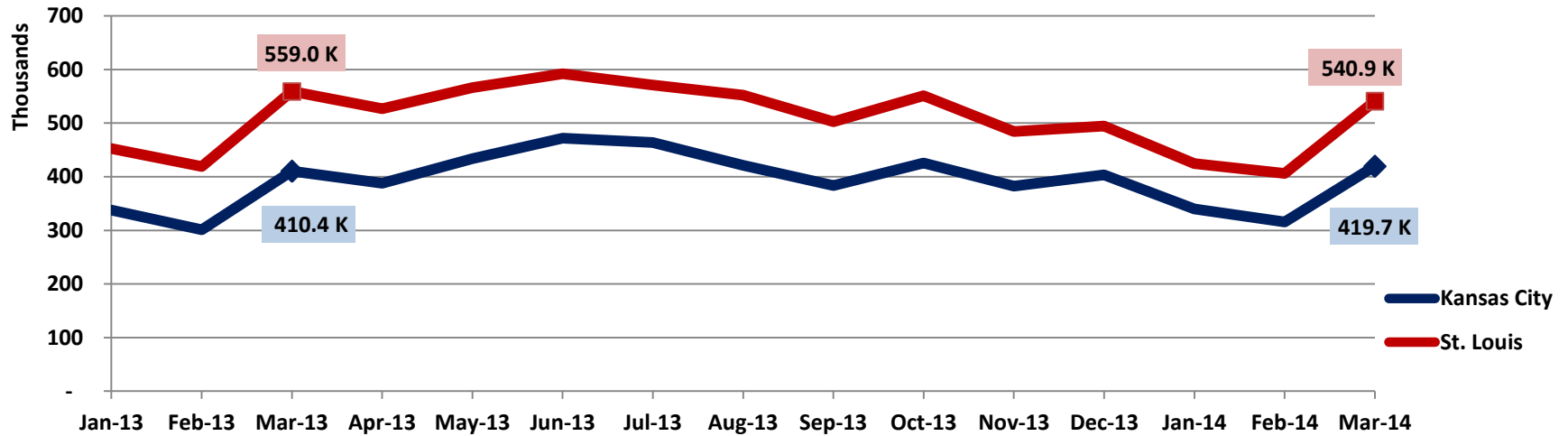
Sales Revenue from 17 Tourism SICs



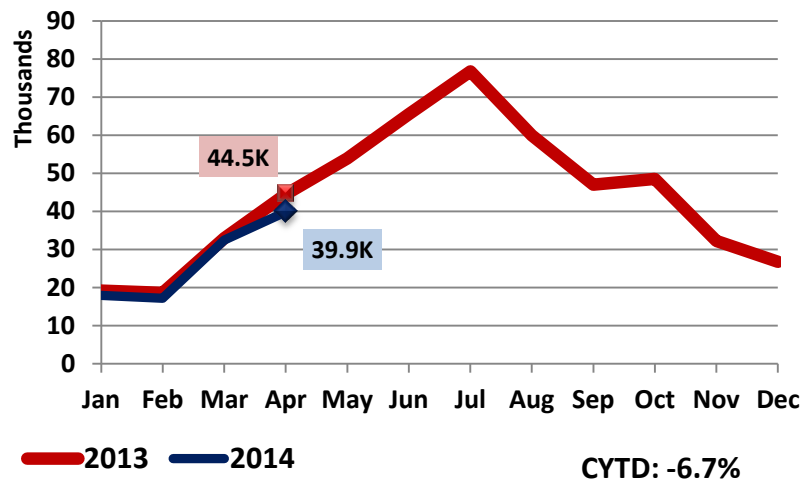
Total Web Visits



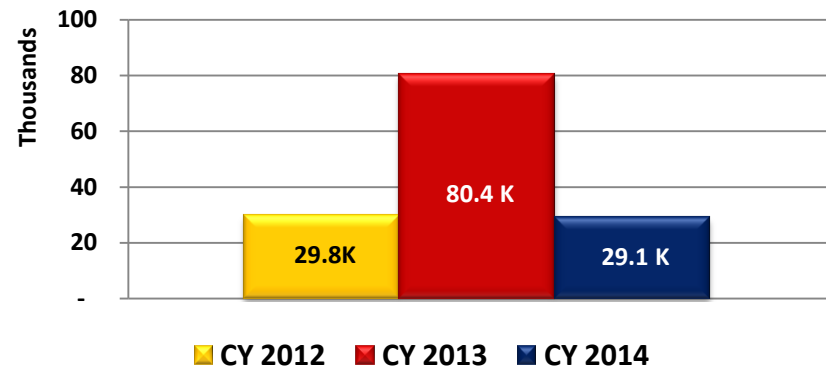
Airport Deplanements



Welcome Center Visitors



CYTD Responses thru April



Responses are requests for information including calls, web orders, RSL, mail, & lead generation programs.